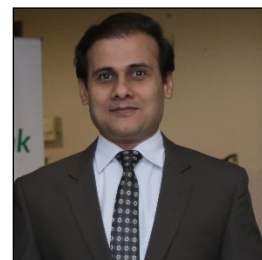


# Kamran Aftab



## Professional Profile:

- 7+ yrs Exp in corporate communications, research and marketing
- Corporate accounts management, implementing and supporting marketing, sales, and media

## Career Progression

### Assistant Manager MBA Executive Program

**IBA (Institute of Business Administration)**

Karachi, Pakistan

Nov 2017 – Present

### Key Duties & Responsibilities in IBA:

- Assisting MBA Executive student in their research projects, it ranges from approval to presentation session before panel.
- Working with QEC & accreditation team for AACSB accreditation and ensuring compliance.
- Oversee SARs (Self-Assessment Report) is prepared for the MBA Executive program. Provide support to the academic program as required.
- Assist program lead and in planning on campus sessions, preparing schedules, evaluation, grading and coordinating with faculty

### Assistant Manager Business Development Center for Executive Education

**IBA (Institute of Business Administration)**

Karachi, Pakistan

April 2014 – Oct 2017

### Key Duties & Responsibilities in IBA:

- Create marketing and promotional materials, both print and electronic.
- Work with manager and business units to determine event budget and manage expenses to that budget
- Maintaining close contacts with the existing customers and prospecting new potential customer.
- Assisting with the scheduling of training sessions and booking/notifying all relevant parties
- To provide administrative support to the department, coordinate with faculty and clients, and undertaking ground research for both open and client-specific programs.

### Specialized Projects:

- World Bank funded Tertiary Education Support Program of **Higher Education Institutions**,
- Capacity building of Sindh Revenue Board commissioners

### Assistant Manager Sales:

FM 107

Karachi, Pakistan

May 2013 – Feb 2014

### Key Duties & Responsibilities in FM 107:

- Media sales and coordination with advertising agencies.
- Events management and planning.
- Coordinating with production and on-air staff for transmission certificate.

### Executive Content Management (Team coordinator)

**Axact Pvt Ltd**

Karachi, Pakistan

October 2010 – May 2013

### Key Duties & Responsibilities in Axact:

- Working with the senior team to insure achievement quantitative and qualitative goals
- Manage processes of departmental operations and functional units

- Integrate and optimize all the steps required to produce the right quantity of the right product.
- Recommends training resources and communicates availability of resources to departmental heads
- Planning the inventory and managing its levels

### **Sales Executive:**

CityFM89 –Dawn Media Group Karachi, Pakistan

Aug 2007 – Feb 2009

### **Key Duties & Responsibilities in CityFM89:**

- Interacting with Agencies like MCOM, Media Pulse, Bond Advertising, 5th Elements & with their clients.
- Evaluate advertising and promotion programs for compatibility.
- Exhibitions & Events Management for CityFM89 & Dawn News TV.
- Buying & negotiating with the vendors for promotional & complementary merchandise.

### **Marketing & Services Executive**

AFK Group Karachi, Pakistan

July 2006 – July 2007

### **Key Duties & Responsibilities in AFK Group:**

- Maintain relations with corporate customers.
- Manages financial and physical resources.
- Prepared marketing plans for the various products.
- Coordinating with the dealers and suppliers.

### **Skills & Awards**

- Performance Award – IBA (2014-2015) & (2019)
- PGD Contribution Certificate - IBA
- MS-Word, Excel, Power point

### **Education & Certifications**

M. B. A.	PAF-KIET	2010	Marketing
B.B. A.	PAF-KIET	2006	Marketing
Certificate	Lloyd's LRQA	2018	Quality Management System: Lead Auditor ISO 9001:2015 in IBA Karachi
Diploma	IBA Karachi	2021	Strategic Marketing

### **Personal Information**

**Father's Name:** Aftab Ahmad Chaudhry

**Address:** C-16 K.D.A Officers housing society block "B" Gulshan e Iqbal. Karachi, Pakistan

**Date of Birth:** 29-01-1984

**Marital Status:** Married

**Phone No.** 0300-2462190, 34976198 – 34981975

**E-mail:** ahmadcamran@hotmail.com

### **References**

r. Saleem Umer Program Director MBA Exec IBA 0300-9224572  
 ➤ Mr. Ali Mazgani Deputy Commissioner Sindh Revenue Board 0331-8880896